

**What is claimed is:**

- 1            1. A method comprising:
  - 2                in response to each instance of communication between a contact center and a customer of the contact center regarding at least one matter, creating for that instance in a storage medium a contact record including information about the at least one matter;
  - 6                further in response to each said instance, determining whether an individual said matter is a matter of an existing communication comprising at least one prior communication instance between the customer and the contact center;
  - 10              in response to determining that the individual matter of the instance is not a matter of any said existing communication, creating for that communication in the storage medium a communication record corresponding to the individual matter of the customer and including information about said individual matter, and linking the contact record with the communication record; and
  - 16              in response to determining that the individual matter of the instance is a matter of a said existing communication, linking the contact record with the communication record.
- 1            2. The method of claim 1 further comprising:
  - 2                using the information in the communication record which is linked to the contact record for the instance to service that instance; and
  - 4                including information derived from servicing the instance in the contact record for that instance.
- 1            3. The method of claim 2 further comprising:
  - 2                including information derived from the contact record for that instance in the communication record which is linked to the contact record

4 for that instance.

1           4. The method of claim 1 wherein:  
2           creating a contact record comprises  
3           creating a data entry having a unique contact identifier;  
4           creating a communication record comprises  
5           creating a data entry having a unique communication identifier;  
6           and  
7           linking comprises  
8           creating a data entry containing the contact identifier and the  
9           communication identifier.

1           5. An apparatus that performs the method of one of claims 1-4.

1           6. A computer-readable medium containing instructions which  
2           when executed in a computer, cause the computer to perform the method  
3           of one of claims 1-4.

1           7. An apparatus comprising:  
2           a storage medium;  
3           means responsive to each instance of communication between  
4           a contact center and a customer of the contact center regarding at least  
5           one matter, for creating for that instance in the storage medium a contact  
6           record including information about the at least one matter;  
7           means responsive to each said instance, for determining  
8           whether an individual said matter is a matter of an existing communication  
9           comprising at least one prior communication instance between the  
10          customer and the contact center;  
11          means responsive to a determination that the individual matter  
12          of the instance is not a matter of any said existing communication, for  
13          creating for that communication in the storage medium a communication

14 record corresponding to the individual matter of the customer and  
15 including information about said individual matter and for linking the  
16 contact record with the communication record, and responsive to a  
17 determination that the individual matter of the instance is not a matter of a  
18 said existing communication, for linking the contact record with the  
19 communication record.

1           8. The apparatus of claim 7 further comprising:  
2           means for using the information in the communication record  
3 which is linked to the contact record for the instance to service that  
4 instance; and  
5           means for including information derived from servicing the  
6 instance in the contact record for that instance.

1           9. The apparatus of claim 8 further comprising:  
2           means for including information derived from the contact record  
3 for that instance in the communication record which is linked to the contact  
4 record for that instance.

1           10. The apparatus of claim 7 wherein:  
2           the contact record comprises a data entry having a unique  
3 contact identifier;  
4           the communication record comprises a data entry having a  
5 unique communication identifier; and  
6           the means for creating and linking comprises  
7           means for creating a data entry containing the contact identifier  
8 and the communication identifier to link the communication record with the  
9 contact record.

1           11. An apparatus comprising:  
2           a storage medium for storing

3               a plurality of contact records, each representing a different  
4 instance of communication between a contact center and a customer of  
5 the contact center regarding at least one matter and including information  
6 about the at least one matter, and

7               a plurality of communication records, each corresponding to a  
8 different one of a plurality of matters of the customer, including said at  
9 least one matter, each communication record being linked to each contact  
10 record of the plurality of contact records that corresponds to same said  
11 matter as the communication record, and including information about said  
12 matter; and

13               means connected to the data storage and responsive to  
14 instances of communication between the customer and the call center for  
15 generating and linking corresponding said contact records and  
16 communication records.

1               12. The apparatus of claim 11 wherein:  
2               the generating means are further for populating each contact  
3 record with information about the corresponding contact and populating  
4 each communication record with information about the corresponding  
5 matter.